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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/426,954	10/26/1999	EUGENE AUGUST FUSZ	10209-00007 2561	
7590 11/21/2003			EXAM	EXAMINER
JOHN S BEULICK ARMSTRONG TEASDALE LLP ONE METROPOLITAN SQUARE SUITE 2600			BOYCE, ANDRE D	
			ART UNIT	PAPER NUMBER
			3623	
ST LOUIS, MO 631022740			DATE MAILED: 11/21/2003	

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)				
Advisory Action	09/426,954	FUSZ, EUGENE AUGUST				
Advisory Addion	Examiner	Art Unit				
	Andre Boyce	3623				
The MAILING DATE of this communication appears on the cover sheet with the correspondence address						
THE REPLY FILED 30 October 2003 FAILS TO PLACE Therefore, further action by the applicant is required to a final rejection under 37 CFR 1.113 may only be either: (1 condition for allowance; (2) a timely filed Notice of Appeasizamination (RCE) in compliance with 37 CFR 1.114.	void abandonment of this applica) a timely filed amendment which	ation. A proper reply to a				
PERIOD FOR RI	EPLY [check either a) or b)]					
a) The period for reply expires <u>3</u> months from the mailing dat						
b) The period for reply expires on: (1) the mailing date of this no event, however, will the statutory period for reply expire ONLY CHECK THIS BOX WHEN THE FIRST REPLY WAY 706.07(f). Extensions of time may be obtained under 37 CFR 1.136(a). The ee have been filed is the date for purposes of determining the period ee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of 2) as set forth in (b) above, if checked. Any reply received by the Offitimely filed, may reduce any earned patent term adjustment. See 37 (continued).	later than SIX MONTHS from the mailing S FILED WITHIN TWO MONTHS OF THe date on which the petition under 37 CFI of extension and the corresponding amo the shortened statutory period for reply ice later than three months after the mail	g date of the final rejection. HE FINAL REJECTION. See MPEP R 1.136(a) and the appropriate extension unt of the fee. The appropriate extension originally set in the final Office action; or				
1. A Notice of Appeal was filed on Appellant's 37 CFR 1.192(a), or any extension thereof (37 CF	R 1.191(d)), to avoid dismissal o					
The proposed amendment(s) will not be entered b	ecause:					
(a) \square they raise new issues that would require furth	er consideration and/or search (s	see NOTE below);				
(b) they raise the issue of new matter (see Note because of the second o	pelow);					
(c) they are not deemed to place the application i issues for appeal; and/or	n better form for appeal by mate	rially reducing or simplifying the				
(d) they present additional claims without cancel	ing a corresponding number of fi	nally rejected claims.				
NOTE:						
3. Applicant's reply has overcome the following rejec	tion(s):					
 Newly proposed or amended claim(s) would canceling the non-allowable claim(s). 	be allowable if submitted in a se	parate, timely filed amendment				
5. ☐ The a) ☐ affidavit, b) ☐ exhibit, or c) ☐ request for application in condition for allowance because: Se		dered but does NOT place the				
 The affidavit or exhibit will NOT be considered bed raised by the Examiner in the final rejection. 	cause it is not directed SOLELY to	o issues which were newly				
7. For purposes of Appeal, the proposed amendment explanation of how the new or amended claims we						
The status of the claim(s) is (or will be) as follows:						
Claim(s) allowed:						
Claim(s) objected to:						
Claim(s) rejected: <u>1, 3-17, 19-26 and 28</u> .						
Claim(s) withdrawn from consideration:						
8.☐ The drawing correction filed on is a)☐ app	roved or b) disapproved by the	ne Examiner.				
9. Note the attached Information Disclosure Stateme	nt(s)(PTO-1449) Paper No(s)	·				
0. Other:		Suremino ATT				
	•	SIRMADDO				
		Primanitaraini				
		Susanna Ditz SUSANNADITZ Primany Examiner A-U.3623				





Continuation of 5. does NOT place the application in condition for allowance because: With respect to claims 1 and 8, Applicant argues that Goldhaber et al in view of Kepecs does not describe or suggest an inability to accept contact information. Applicant further argues that the selection of only a KEY with no other identification does not imply an inability to accept contact information. The Examiner disagrees with Applicant's assertions, and respectfully submits that Kepecs discloses the lowest level of security, simply being the KEY with no other identification (see column 6, lines 52-59). This particular method (embodiment), as disclosed by Kepecs, includes no other contact identification or information, and indeed discloses Applicant's limitation of "maintaining the anonymity of the individual through an inability to accept contact information in the profile". Identifying the consumer by the KEY only, includes both an inability to store (i.e., not maintaining), but also an inability to accept. Any other interpretation, inclusion, or acceptance of information would not be included in the "lowest level of identification", as disclosed by Kepecs. Further, Applicant argues that the KEY in the DAP system is networked to other computer systems which include contact information, thereby binding the KEY to contact information. The Examiner disagrees with Applicant's logic and conclusion. Being anonymous to DAP, via the lowest level of identifiaction, is pertinent to Applicant's invention, and being networked to other computers seems irrelevant, since the consumer still remains anonymous to the DAP. This connection to other networks in no way precludes Kepecs from teaching Applicant's invention. Further, Applicant's specification discloses web server 12, mail server 22, and fax server 52 configured to be networked to consumer computers 26, 28, and 30 (page 3, lines 6-13), via the Internet, Using Applicant's logic, the consumer would no longer be anonymous since the consumer accesses servers 12, 22, and 52 via the consumers password. As a result, this password is connected to, inter alia, the fax server 52, which would at least contain the consumers telephone (number) link 54. Further, being connected to mail server 22 implies that an email address would be linked to the password also.